

REVERSE POP-BY: YOU'VE BEEN EGGED

Create a fun and engaging Easter-themed client appreciation event by surprising past clients, current clients, or prospects with a mini Easter egg hunt in their front yard. This will strengthen relationships, keep your name top-of-mind, and provide a memorable, feel-good experience.

Preparation:

- Plastic Easter eggs (variety of colors)
 - Candy & small treats
 - Printed “You’ve Been Egged” Sign (already done for you)
 - Festive Easter basket or tote
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Here is the Game Plan:

1. Select Clients to Egg

- Focus on past clients, current sellers/buyers, and referral partners.
- Aim for 10-20 households to keep it manageable.

2. Assemble the Egg Kits

- Fill plastic eggs with candy, treats, or alternative fillers.
- Print and prepare “You’ve Been Egged” notes and branding materials.
- Pack everything into your Easter tote for easy setup.

3. Secretly Set Up the Egg Hunts

- Visit each home, scatter eggs around the front yard, and place the poem near the door.
- If leaving a small yard sign, ensure it's secured in the grass.
- Snap a quick (discreet) photo of the setup for social media.

4. Notify the Clients

- Send a fun, personalized text or email after you’ve “egged” their yard:

“Surprise! You’ve been egged! Check your front yard for an Easter treat—hope you enjoy this little fun surprise. Happy Easter! 🐰🥚”

5. Capture & Share the Fun

- Encourage clients to post photos and tag you on social media.
- Share behind-the-scenes clips of you setting up eggs.
- Post a “Happy Easter” follow-up post featuring a collage of all the fun.

Follow-Up & Engagement

Post-Event Follow-Up Text

- A week later, check in with clients:
 - Example Text: “Hope you had fun with your Easter egg hunt! It was so fun surprising you. Let’s catch up soon—how’s everything going with your home?”

OR

Post-Event Follow-Up Email

- A quick thank-you and a CTA (asking for referrals, reviews, or engagement).
- Example:
 - “I loved spreading some Easter fun with my ‘You’ve Been Egged’ pop-by! If you had a great time, tag me in a photo! Also, if you or someone you know is thinking about buying or selling, I’d love to help. Wishing you a wonderful Easter!”

Social Media Ideas:

📣 Pre-Promotion Graphics

- Instagram & Facebook posts announcing your Easter pop-by (teasing the event without giving away too much).
- Example caption:

“🥚 Spring surprises are coming! Keep an eye on your front yard this Easter—you might just get ‘EGGED’ with some sweet treats! Stay tuned! #YouveBeenEgged #EasterFun”

📹 Behind-the-Scenes Stories & Reels

- Show clips of you filling eggs, setting up in clients’ yards, or delivering treats.
- Engage your audience with a poll or Q&A sticker:
 - “Would you love to get egged? 🟡 Yes! / No, but I love this idea!”

Easter Client Appreciation Post

- A “Thank You” post after the event, showcasing the fun and engagement from clients.
- Can be a collage of client photos (if they share) or a carousel of you setting up.
- Example caption:
"Spreading Easter cheer one egg at a time! 🐰🥚 I had so much fun surprising some of my amazing clients with a little Easter egg hunt in their yards. Thank you for letting me be a part of your home journey—can't wait for more fun ahead!
#YouveBeenEgged #ClientLove"

Engagement Giveaway Post (Optional)

- Encourage participation by offering a prize:
 - "Show off your Easter egg hunt! 🥚🐣 Post a picture and tag me for a chance to win a \$25 gift card to [local business]. Winner announced [date]!"